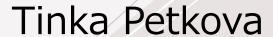
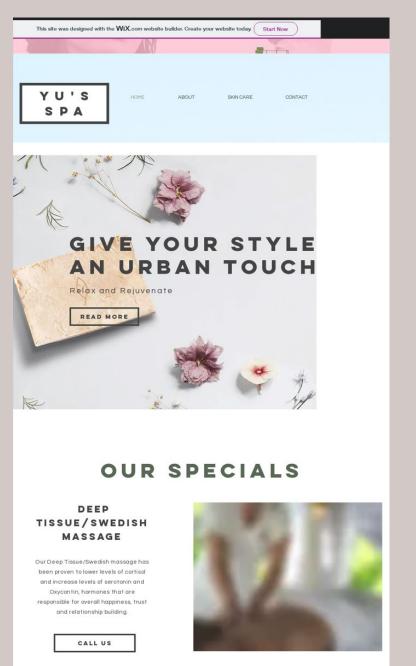
Yu`s Spa Website Redesign

https://angelhanjie.wixsite.com/yuspa



Live Website Home Page





REFLEXOLOGY MASSAGE

The simple theory of reflexology is based on enhancing energy flow through all parts of the body by using a specific form

READ MORE

ABOUT US

For the benefit of our customers and the communities we serve, we will remain dedicated to the continued success of Yu's Spa. We provide superior customer service with an inspiring, alternative atmosphere. Yu's Spa will deliver Deep Tissue/Swedish body and Foot massage services with Licensed Massage Therapists that enhance the contemporary spa experience.



"I had the most wonderful experience from beginning to end and will be returning for my additional treatments! They are informative and friendly, amazing customer service."

· CHICAGO

#SKINCARE AT YU'S





Live Website



Services Page



Contact Page

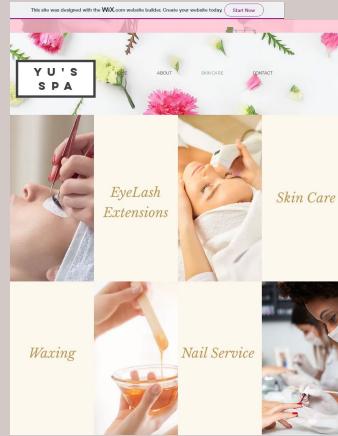
Live Website

Issues:

- Links/buttons leading to nowhere or the wrong page.
- No book online option
- No footer
- Navigation



No Contact form



 Missing services offered and prices information



Usability Test and Findings from Phase I

Scenario 1

You want to book an online appointment for a massage at Yu's Spa's website.

Test time	1:93	1:25	0.97	
Completion	N	N	N	
Kayak error	3	3	2	
Fatal error	0	0	0	
Difficulty	Not difficult	Somewhat	None	
Confusion level	Little	Little	No	
Mood	OK	OK	ОК	
Notable User Comments	I guess the way to go is to dial this number. Nothings happen here. Nope, I don't know.	Ooo, that's confusing. What the heck just happened? Ooo bizarre. I can't find anywhere to book an online appointment.	I don't see any messages. H Nothing pop-up. At this point, I will probably decide to go to a different website. Not enough information.	
My Thoughts I thought that all participants would look first on the Home page for a "Book an appointment" button and then try the Contact Us page, but the interesting thing is that P3 didn't even look for options on the Home page like P1 and P2. She went straight to the Skin Care Page, where she thought she could find massage services and an option to book an appointment. Suggestions I suggest placing the "Book Now" button at the top of every page so the user can see it right after the page is loaded.				

Scenario 2

Your friend recommends Yu's Spa as an excellent place for a massage, and you would like to know more about the services they offer and the prices.

		,	•
Test time	1:04	1:24	0:86
Completion	N	N	N
Kayak error	2	4	2
Fatal error	0	0	0
Difficulty	OK	OK	OK
Confusion level	Some	Little with buttons	None
Mood	Confused/OK	Confused	Fine
Notable User	When you click Call Us,	I have no idea how	I can't get any information
Comments	it doesn't give you the	much any of this costs.	about the place and what
	right page.	I am stuck.	exactly they do there—
			nothing about the prices. I
			will be disappointed at this
			point.
My Thoughts	P1 and P2 were confused with the buttons on the Home page not leading to anywhere. All participants were disappointed after clicking on the Skin Care page because of the lack of information.		
Suggestions	Fix broken links. Add two more pages on the top navigation - Services and		
Products. Rearrange the home page – including a monthly promotion			
	popular services, and products, some testimonials, footer.		

Personas

Ashley Kay



"Give your body a little love, it deserves it."

Age: 37

Education: Bachelor's degree **Occupation:** Nutritional Therapist

Family: Married, three kids Location: Schaumburg, IL

Character: Funny

Household Income: \$85,000

Practical

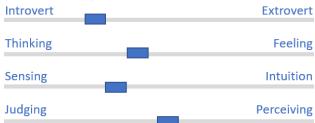
Planner

Hardworking

Bio

Ashley is a nutrition therapist who tries to manage her professional and personal life the best way she can. Working and raising three kids is hard. At work and home, she gives the best of herself. But sometimes, she is tired, and she needs time for herself. She dreams of having a long spa day where she can relax, recharge and disconnect from the world without electronics, noise, and kids.

Personality



Brands & Influencers







Goals

- Survive the day.
- Reward yourself.
- Reduces Stress.

Frustrations

- · Losing time.
- Don't have time to take care of myself.
- Always busy.

Motivation

Price Convenience **Product Quality Shipping Options**

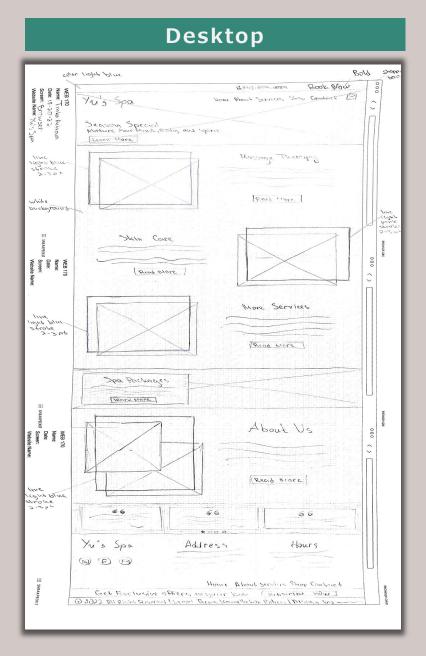
Technology Experience

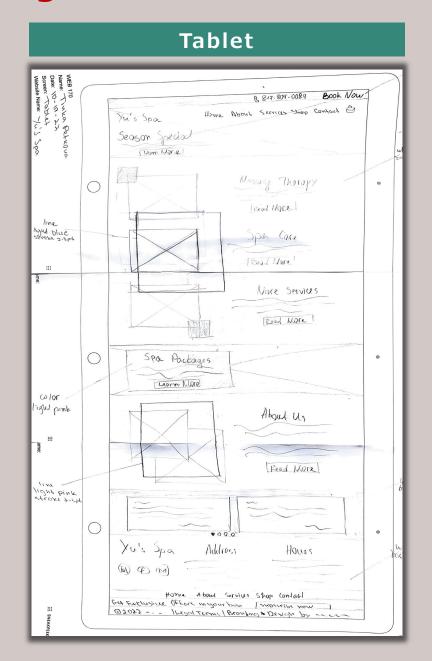
IT & Internet Online Purchasing Mobile Apps Social Media

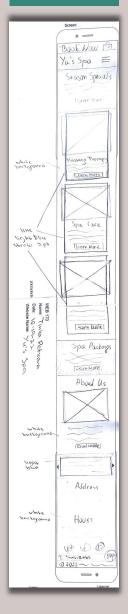
Journey Map

Customer Journey Map Website Name: YU'S SPA Website URL: https://angelhanjie.wixsite.com/yuspa WEB 170 Student Name: Persona Name: User Goal: Book an online appointment. Tinka Petkova Ashlay Kay Customer Touchpoint Title: Leaves Yu's Spa Goes to Home page Looks for book an Doesn't find book an Clicks on the Contact Doesn't find book an Looks for book an This is the name of the appointment action button/option on appointment button/option on appointment on Contact page. transaction step Home page. Home page. Contact page. (Enters Home page, Looks for Contact link on Home page...) Web Page Name: Contact The web page name that this Home Home Contact Contact Home specific touchpoint is happening on (Home, Products, Contact) Note: The same web page name may be used on multiple touchpoints What the Customer Says: I don't see any way to book an online a Looks like the only way I saw a massage down here. I want to book a Maybe Contact Us? None Notable comment of user's None None to book an appointment experience during this specific ppointment for a massage. I don't want to call them. is to call them touchpoint. massage. ("Why does do I have to reenter my information?") What the Customer Feels: The emotional state of the customer during this specific touchpoint. Solutions/Opportunities: What are the possible solutions or No solutions are No solutions are Placing an action button "Book NOW" Adding a "Book NOW" button on the Contact Going through the process of booking an online appointment. No solutions are No solutions are opportunities that could improve needed. with a special deal on page. the interaction and benefit the top of the Home page. customer during this specific touchpoint.

Home Page Sketches

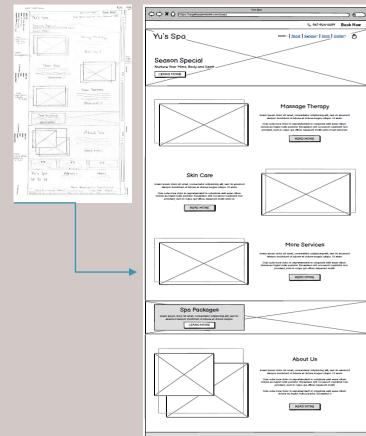






Home Page Wireframe

Desktop



Yu's Spa

0 H D

Address

R301 Greenwood Ave. N Geoffie, WA 98103

Home | About | Services | Strop | Contact

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Get Exclusive Offers in your box.

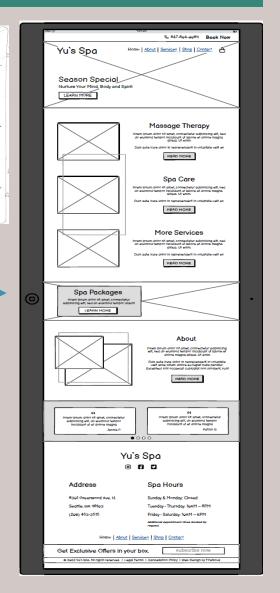
Sno Hours

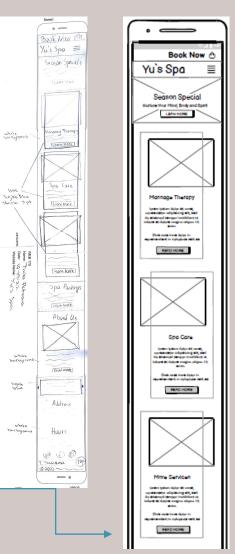
Tuenday - Thurnday: 10AM = RPM

Friday - Saturday: 19AM - 6PM

Tablet

Serve Unit

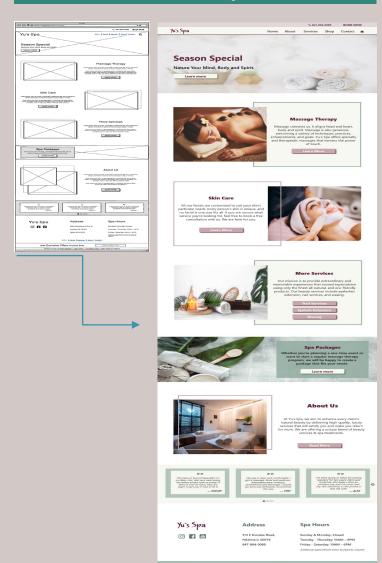






Home Page Prototype

Desktop



Tablet

немо номе





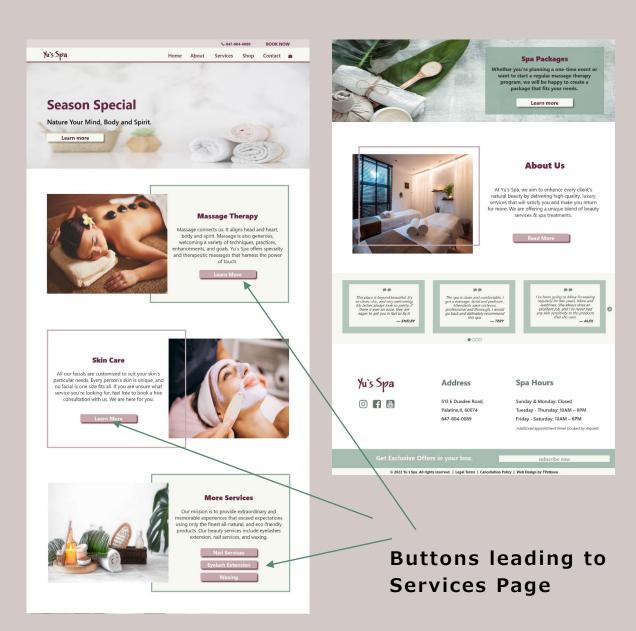
Added Book Now option Yu`s Spa Home About Services Shop Contact Massage Therapy Skin Care Nail Services Eyelash Extension Waxing Season Special Nature Your Mind, Body and Spirit. Learn more

Spa Hours 513 E Dundee Road, Palatine,IL 60074 847-804-0089 Get Exclusive Offers in your box. Spa Hours Sunday & Monday: Closed Tuesday - Thursday: 10AM – 8PM Friday - Saturday: 10AM – 6PM Additional appointment times booked by request.

Footer Added

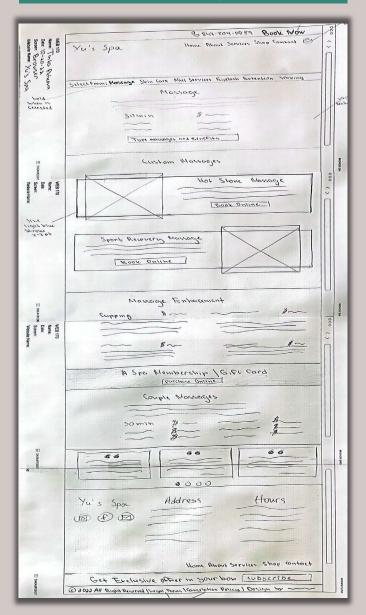
Services Page Added

Home Page Prototype fixed issues

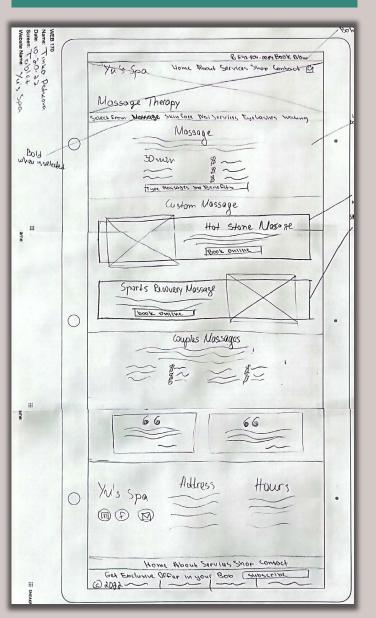


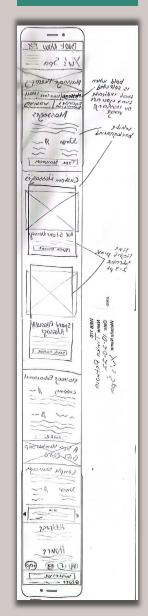
Services Page Sketches

Desktop



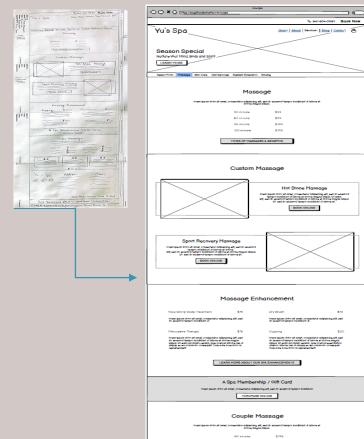
Tablet





Services Page Wireframe

Desktop



Yu`s Spa

Address

Sectio Warsens

(206) 453-3515

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Hom: About | Sentor: | Shop | Contact

Sunday & Honday, Cloned

Tuesday - Thursday: 10AM - 8PM

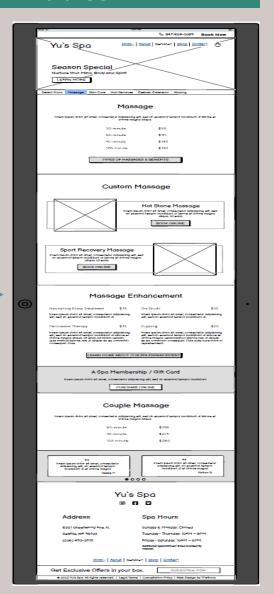
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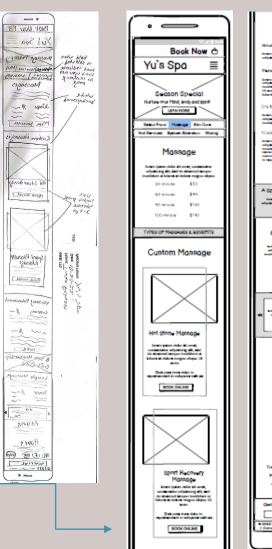
Tablet

Stark trees.

Date dated 1

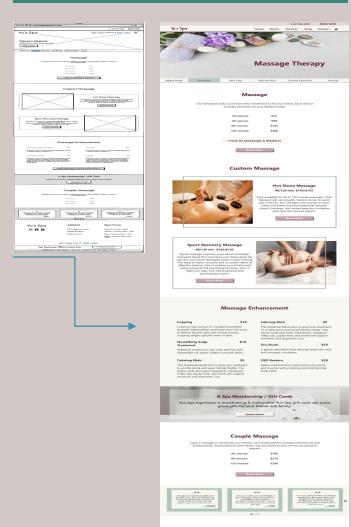
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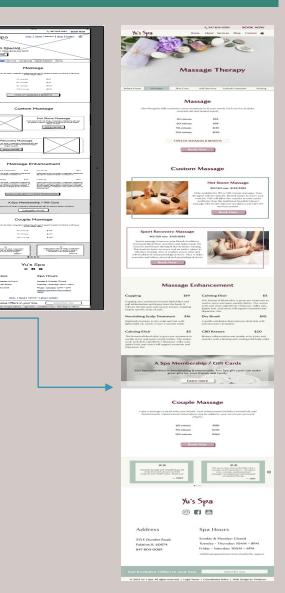


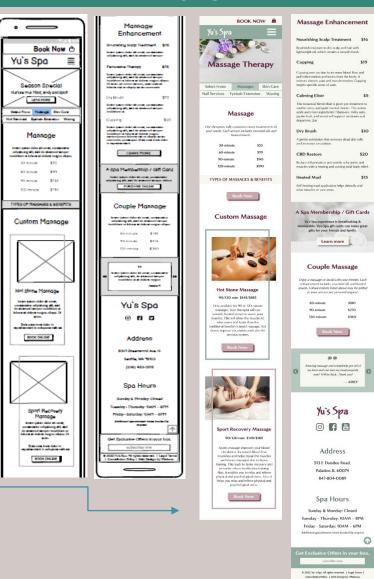
Desktop

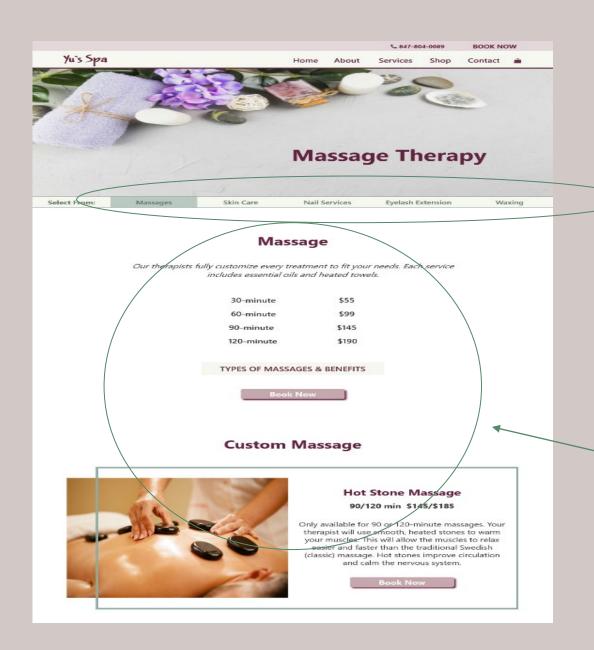


Yu's Spa

Tablet



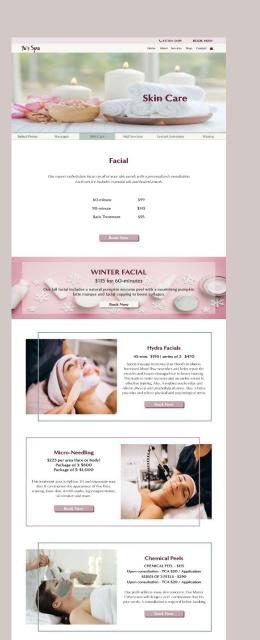




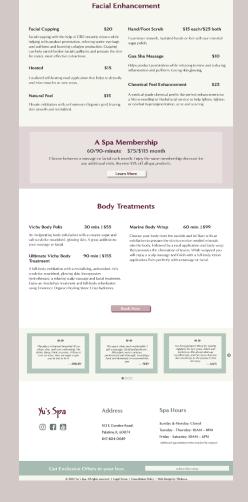
Services Page Prototype fixed issue

Local Menu Showing Different
Types of Services Offered

Services and Prices Added



Desktop / Tablet





Phone



Gua Sha Massage

A Spa Membership

Body Treatments

Vichy Body Polis 30 min. | \$55



Yu's Spa O F 🔠

Address

513 F Dundon Road Palatine.II. 60074 847-804-0089

Spa Hours

Sunday & Monday: Closed Tuesday - Thursday: 10AM - 8PM Friday - Saturday: 10AM - 6PM

0

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Nail Enhancement

Acrylics Nails

WINTER IS HERE!

Avail 20% Off on sel pail services

Promo period December 1 up to December 31, 2022

\$35

20%

OFF

Acrylic Gel Full Set

White Tip Add-On

Acrylic Fill + No Chip

Desktop / Tablet



Phone



Select From: Massages Skin Care
Nail Services Eyelash Extension Waxing

Nail Care

Maintain the health and besuity of your hands will own of our professional manicums. All of our territospa manicums are guaranteed to include aromatic based batts, sale reduping, and paths!



Classic Manicure

A professional manicure that includes all of our twice, plus a light therapeutic massage to soothe

Dreamy Manicure \$20

The Decamy Manicure is a great choice for you or as a gift for someone else. The Desemy includes a rice and the apesatic massage with a parallin teatment to soothe and soften skin while cleansing.

No-Chio Manicuro \$3

A professional manicure that includes all of our busics, a light therape-atic massage, and one of our no-chip gel polishes. It doesn't chip like regular polish and will do increased.

Children's Manicure

A little mank ure for your little ones, Keep their hards cleaned and well-groomed with us.

Collagem Manicure \$30

UV protective Callagen Citives brings innovation to mariciave treatment. Each gines is enriched with a blend of Argan oil, shea butter, and collagen-rich emulsine. The oltra-nutritious mainturizer penetrates the skin-quickly to provide interse nourishing care.

Dip Powder Manicure \$4

One of the newest products on the market. Disfounder is a healthy after ratio to a cryfics. Unide and potiests. Dis Provider has become healther with each application developing the strength they recell withinst any of the harth chemists, address or LN light associated with Artificial Natic. Dis Provide is easily applied, bit in an dispression of a provider is easily applied, bit in an dispression and scenarios strengts, healthins make by adding fine different witness and colours.



Nail Enhancement

Acrylics Nails

A simple powder and liquid max, an acrylic full set can enhance the beauty of your nais while adding another layer of protection, Complete with polish.

Acrylic Full Set \$35
Acrylic Fill \$25
Acrylic Gel Full Set \$35
Acrylic Gel Full \$25
White Tip Add-On \$5
Acrylic Fill + No Chip \$40



Pedicures

For our pedicines, we practice the most nyme procuses as well as using thipmable spa line.



e

Get your leet back in slope - we'll take care of your toerask, cuticles and gently remove the rough, dry, calused skin Service ends with a lower leg and loot massage and a polish of your choice.

Lavender & Jojoba \$53

avender & Jojoba Sea Salt and Masque; extended tion massage with a hot towel wrap; and a araffin foot wax.

No-chip, Spa Pedicure

A Spa Pedicure but with No-Chip Pulish No-Chip Spa Pedicure with Take Off.

Exhibiting service show-butter massure with a h

Milk & Honey Pedicure

Volcano Pedicure

wel wrace paraffin foot was; and a deepenetrating body butter hydrating treatment.

Delos Volcano Crystals and Activators: Esfoliatinat

sugar scrubs cullagen cream mask; collagen massage lotion. Four alluring scents. Service includes a Hot Stone Mussage.

Marine Pedicure \$73

Mineral foot hath, arcenatic foot scrub with quartz crystatic natural sait scrubs cooling foot made with reditating sca extracts, conditioning mineral clay with socihing botamicals for sait, estimated feet, lecturies a paraffin foot was and a Hot Stone Massage.



Feet Services





Address

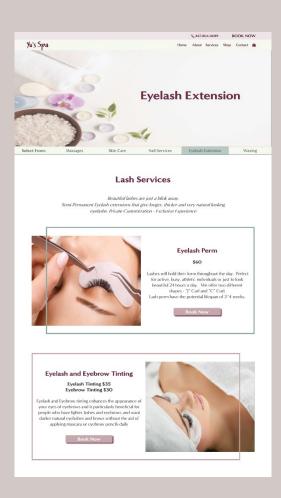
Palatine, IL 60074 847-804-0089

Spa Hours

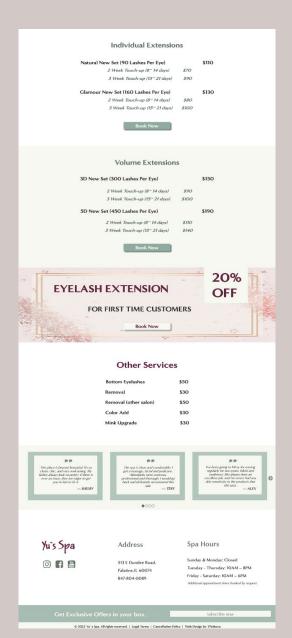
Sunday & Monday: Closed
Tuesday - Thursday: 10AM – 8PM
Friday - Saturday: 10AM – 6PM
Additional agrainment times broided by request.

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Desktop / Tablet









Desktop / Tablet



Phone



Waxing Menu

and uncover silky smooth skin while staying hair-



Face Waxing

The skin on our face instantly illustrates all the changes affecting our body and is often the first to come in contact with outer elements. It deserves all the love, even when dealing with something as annoying as facial hair. This is what makes facial waxing such a great hair removal method.

Brow Tinting	\$20
Brow Waxing	\$20
Brow Waxing & Tinting	\$40
Chin Waxing	\$20
Nose Waxing	\$10
Lip Waxing	\$20
Sideburn Waxing	\$20
Full Face Waxing	\$65



Body Waxing

amounts of hair at one time. It is a long-lasting method, as hair in waxed areas will not grow back for two to eight weeks. Areas that are repeatedly waxed over long periods often exhibit softer regrowth. Let us give you smooth, hair-free skin!

Underarm Waxing	\$30
Half Arms Waxing	\$40
Half Legs Waxing	\$50
Back Waxing	\$70
Chest Waxing	\$75
Bikini Waxing	\$40
Brazilian Waxing	\$70

20% WAXING SPECIAL OFF Book a Full Body Waxing, and you will receive 20% off your services. Book Today

Before Waxing

 Let hair grow out 2 to 3 weeks, or about a puarter of an inch before your appointment.

Do not shave or trim the hair. We have the ppropriate tools to trim the hair to the desired

ength.

Do not apply any body lotion from your waist down. The skin needs to be dry and free of any moisturizing products.

Stay out for the sun 24 hours before your

waxing appointment.

After Waxing

. Do not tan in any way for at least 24 hours

after your waxing appointment.

Do not wear tight underwear, jeans or other tight clothing this may result in irritation and

ngrown hair.

• Do not pick or try to get out an ingrown hair. If necessary, contact our esthetician and we will take

care of any ingrown hairs.

• Applying an exfoliating product 24 hours after waxing can help to keep the dead skin build up from accumulating.









513 F Dundee Road.

Palatine, IL 60074 847-804-0089

Spa Hours

Sunday & Monday: Closed Tuesday - Thursday: 10AM - 8PM Friday - Saturday: 10AM - 6PM

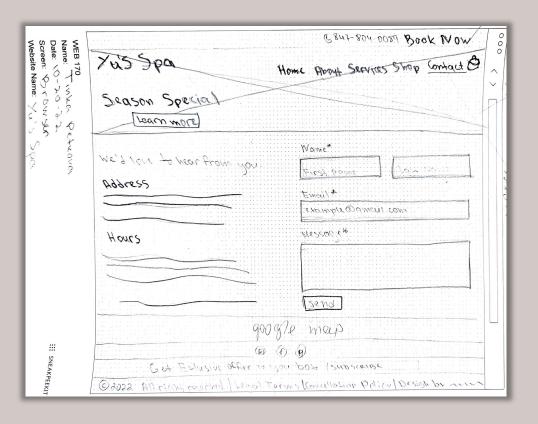


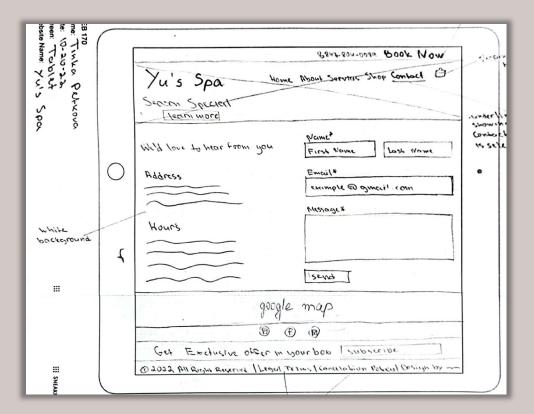
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Contact Page Sketches

Desktop

Tablet

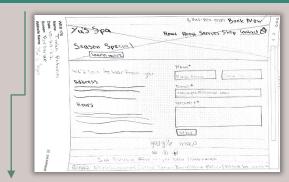






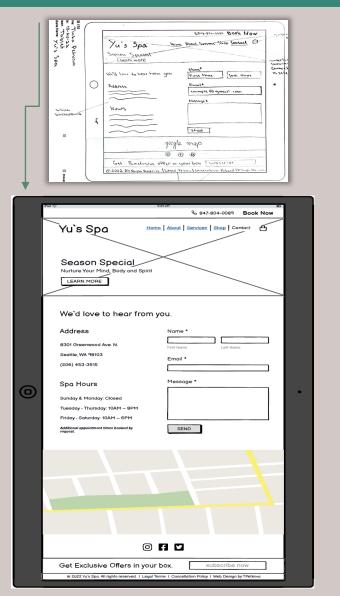
Contact Page Wireframe

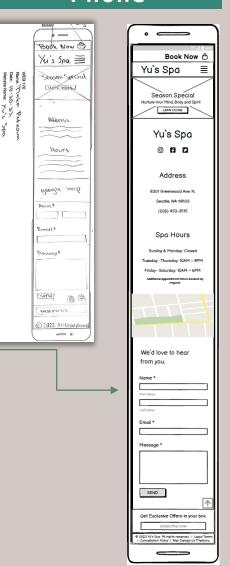
Desktop



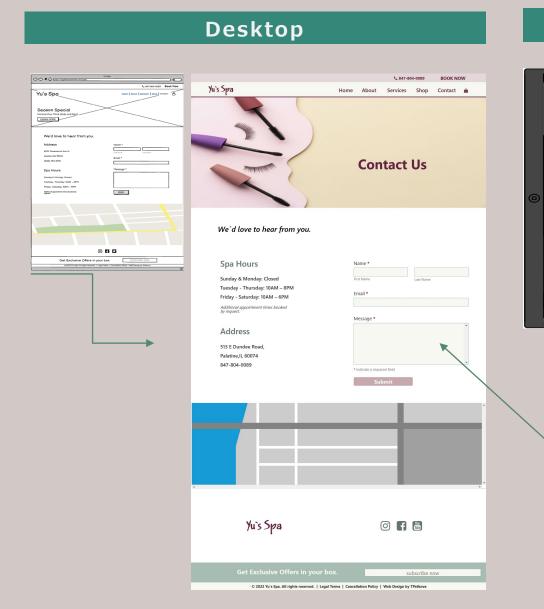


Tablet

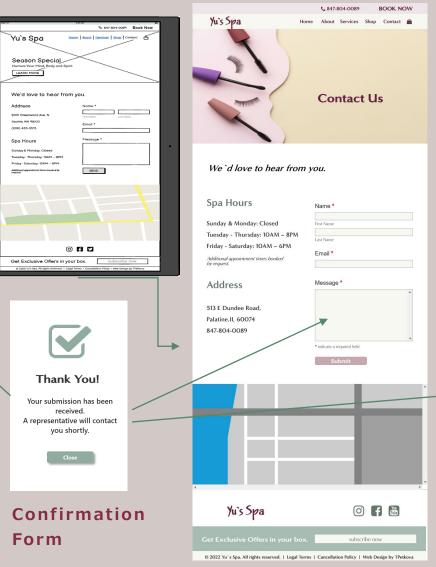


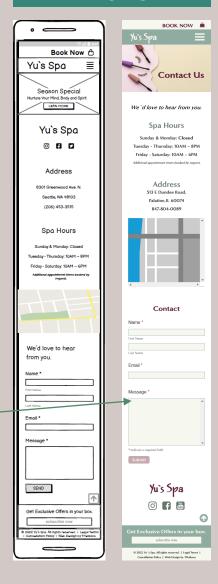


Contact Page Wireframe



Tablet





Usability Test and Findings from Phase II

Scenario 2

Your friend recommends
Yu's Spa as an excellent
place for a massage, and
you would like to know
more about the services
they offer and the prices.

User Goal 1	Your friend recommends Yu's Spa as an excellent place for a massage, and you would like to know more about the services they offer and the prices.				
Test time	0.16	0.10	0.20		
Completion	Υ	Υ	Υ		
Kayak error	0	0	0		
Fatal error	0	0	0		
Difficulty	Not difficult	Not difficult	Not difficult		
Confusion level	No	No	No		
Mood	OK	OK	OK		
My Thoughts	All participants were able to complete the task within seconds. There wasn't any confusion about where to go, although the P3 expected that when she clicked on the Services navigation button would go straight to the service page. She didn't expect that she would find options for different services provided. I was surprised that the participants didn't use the local menu option. This leads me to conclude that maybe for that capacity website is unnecessary. For very complex websites like Walmart, Target, etc. is more practical.				
Suggestions	Finishing the prototype. And maybe removing the local menu on the service option.				

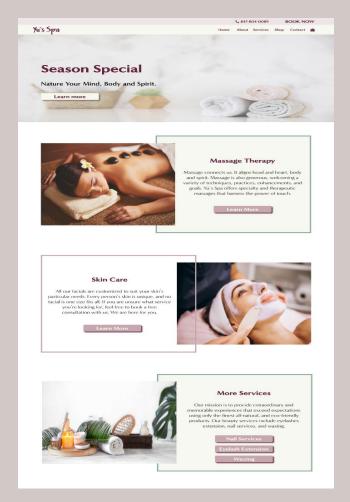
Desktop Home Page Comparison

Live Website





Prototype



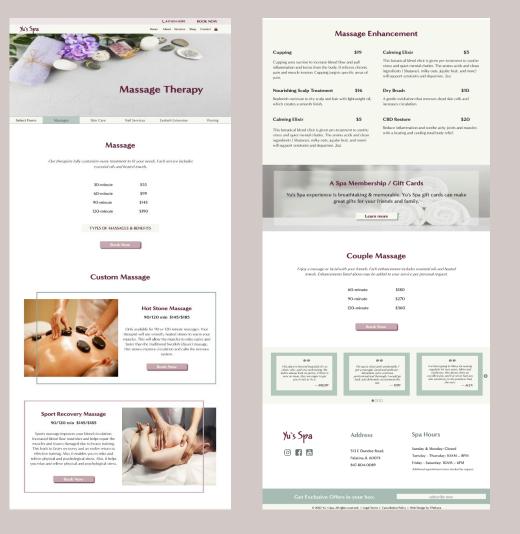


Desktop Services Page Comparison

Live Website

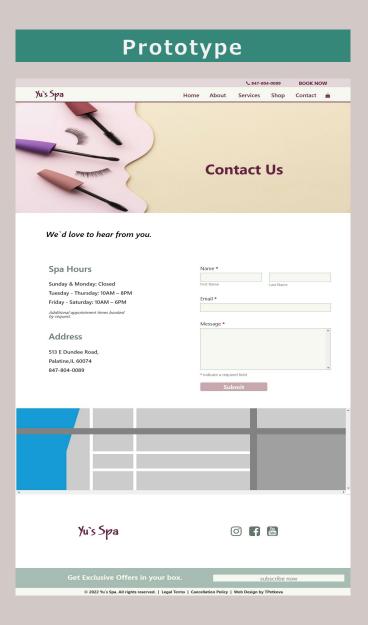


Prototype



Desktop Contact Page Comparison





Future Changes

Complete unfinished pages

Complete unfinished links.

Create logo

Add interactive video